

## AUTOMATICALLY INITIATING PRODUCT REPLENISHMENT

## ABSTRACT

A facility for automatically initiating product replenishment is described. The facility receives an indication of an order by a consumer for a first item having a first date, such as the date on which the first item was placed or fulfilled. The facility then determines a target date for replenishment based upon the identity of the first item. On the target date, the facility provides to the consumer an indication that the first item should be replenished. The indication includes a control useable by the customer to request replenishment of the first item. When this control is operated by the consumer, the facility receives an indication that the control is used by the consumer to request replenishment of the first item. In response to receiving indication the facility orders a second item to replenish the first item.